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Mobile software content rating system

A **mobile software content rating system** is a rating system which is tailored to users of mobile software.

Comparison table

A comparison of current mobile software rating systems, showing age on the horizontal axis. Note however that the specific criteria used in assigning a classification can vary widely from one country/system to another. Thus a color code or age range cannot be directly compared from one country to another.

Key:

- **White** – *No restrictions: Suitable for all ages / Aimed at young audiences / Exempt / Not rated.*
- **Yellow** – *Advisory: Parental guidance is suggested for designated age range.*
- **Purple** – *Strong advisory: Not recommended for a younger audience but not restricted.*
- **Red** – *Restrictive: Parental accompaniment required for younger audiences.*
- **Black** – *Prohibitive: Exclusively for older audiences / Restricted to licensed premises / Banned.*

Explanations of specific ratings are available in corresponding articles.

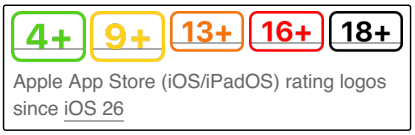
Country/System	Age rating																						Other
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
App Store	—				4+ (aged 5 and under)		4+ (ages 6–8)			4+ (ages 9–11)			—	13+			16+		18+				No Rating
					4+					9+									18+				
Australia (ACB)	G															M			R 18+				CTC
	PG															MA 15+							RC
Brazil (ClassInd)	L						6				10		12		14		16		18				—
Entertainment Software Rating Board (ESRB) Canada Mexico United States	EC										E10+			T				M[1]	AO				RP
	E																						RP – Likely Mature 17+
Germany (USK)	USK 0						USK 6						USK 12				USK 16		USK 18[2]				Unrated[3]
																			No Rating[4]				Confiscated[5]
																			Indexed[6]				
Indonesia (IGRS)	—			3+				7+						13+		15+			18+				Refused classification
International Age Rating Coalition (IARC)	—			3+				7+					12+				16+		18+				—
Pan-European Game Information (PEGI)	—			3				7					12				16		18				I[7]
Saudi Arabia (Gmedia/GAMR)	—			3				7					12				16		18			21	TBC
South Korea (GRAC)	ALL												12			15				19			Refused classification
Taiwan (GSRR)	0+						6+						12+			15+			18+				—
Samsung Galaxy Store	All				4+								12+			15+			18+				Banned
Huawei AppGallery	—			3+				7+					12+			15+			18+				—
Amazon Appstore	All Ages																		Adult				—
	Guidance Suggested																						
	Mature																						
Blackberry World	G													T				M	A				—
Common Sense Media	—		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18				Not Yet Rated
Country/System	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Other

Existing systems

App Store (iOS/iPadOS)

Since iOS 26, Apple's rating system for the App Store has followed the following rubric:[8]

- **4+**: Contains no objectionable material. Apps specifically aimed at children can be placed into one of three subcategories: ages 5 and under, 6–8 and 9–11.
- **9+**: May contain content unsuitable for children under the age of 9.
- **13+**: May contain content unsuitable for children under the age of 13. Replaces the 12+ rating.
- **16+**: May contain content unsuitable for children under the age of 16. Replaces the 17+ rating.
- **18+**: May contain content unsuitable for children under the age of 18. Replaces the 17+ rating. Apps rated 18+ are restricted in Australia, Brazil, Singapore, and United Kingdom.[9][10]



Apple App Store (iOS/iPadOS) rating logos since iOS 26

Apps rated 17+ were prohibited from purchase by younger users.[11]

Google Play

Up until March 17, 2015 Google Play used the following rubric:[12][13]

- Everyone
- Low maturity
- Medium maturity
- High maturity

Google now uses the International Age Rating Coalition (IARC) in most countries not represented by a rating authority, whilst countries or regions with a superimposed video game rating authority continues applying their own ratings where applicable. [14] This includes Americas (except Brazil), where ESRB is imposed, Brazil with ClassInd, Europe and Israel with PEGI, Australia with ACB and South Korea with GRAC. However, a new Google Play Rating system is used exclusively in Russia and for non-gaming apps in South Korea.[15] These ratings include:

- 3+
- 7+
- 12+
- 16+
- 18+

In Australia, IARC applies its own ratings for non-gaming apps.[15]

Samsung Galaxy Store

The ratings are, **All Ages**, **4+**, **12+**, **15+** and **18+**. The 18+ rating is enforced and the rest are advisory.

Huawei AppGallery

Huawei AppGallery developed own rating system. Ratings are: 3+, 7+, 12+, 15+ and 18+[16]

Amazon Appstore

On the Amazon Appstore, "All Ages" is for all ages. "Guidance Suggested" is for recommendation that parents should give guidance to pre-teens/children. "Mature" is recommended to be suitable for mature audiences. "Adult" is advertisements, graphic violence, nudity or other content only suitable for adult audiences.[17]

Blackberry World

The Blackberry appstore as the following ratings:[18][19]

- **G (General)** – All ages
- **T (Teen)** – May not be suitable for children under the age of 13
- **M (Mature)** – May not be suitable for children under the age of 17
- **A (Adult)** – Content that is generally recognized as appropriate only for, or that is legally restricted to, persons at least the age of majority in their region.

Common Sense Media

Common Sense Media's rating scheme ranges from **2+** to **18+**, in one-year increments.

See also

- Internet Content Rating Association
- Video game content rating system
- Motion picture content rating system
- Television content rating system

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External links

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